



# Good advice on getting started

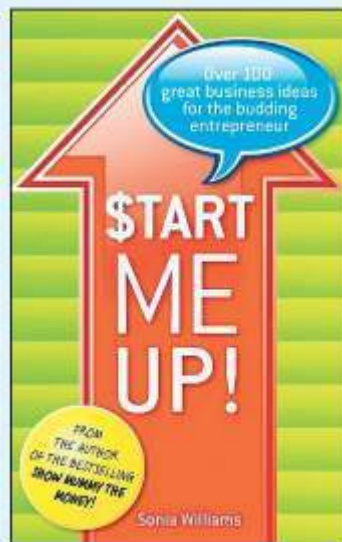
**Start me Up!, by Sonia Williams. Exisle Publishing. \$34.99. Reviewed by Jonathan Black**

It's not always easy for a new book in the "how to start a business" market. Competition abounds when it comes to giving advice, ideas and strategies for startups. Sonia Williams' latest book, *Start Me Up*, is without doubt one of the better contributions.

For those who don't have a business idea but just the idea to start one, she provides a swathe of useful tips and trends to inspire a motivated reader. Business terminology is kept uncomplicated and straightforward, and the chapters on websites and business plans are ideal for those new to these areas and possibly intimidated by their perceived complexity.

Williams' open and honest style and use of successful startups as examples gives hope and a dose of reality to the time needed to be successful, the range of opportunities in different services and products and the importance of doing research.

What would have been useful was a chapter on cashflow management in relation to the first year of running a business



and some advice on accessing venture capital.

If you are looking for a simple, easy to read, practical book on how to get your business idea off the ground, this book is a worthwhile investment.

■ Jonathan Black is an organisational psychologist with Farsight Limited.